

STATE OF MARYLAND
Maryland Energy Administration

THIS RFP IS DESIGNATED A CLASS III SMALL PROCUREMENT
(More than \$10,000 but not more than \$25,000)

Graphic Design and Media Development Consulting Services

PART I - PURPOSE

The Maryland Energy Administration (MEA) is an agency of the State of Maryland. MEA is authorized by State law to maximize energy efficiency, increase the use of renewable and clean energy sources, and improve the environment. MEA is also engaged in the broader issues of sustainability, climate change and alternative transportation fuels and technologies.

MEA is seeking proposals for consulting services on graphic design and media development.

PART II – GENERAL INFORMATION

A. Incurred Expenses

The State of Maryland will not be responsible for any costs incurred by any Offeror in preparing and submitting a quotation in response to this solicitation.

B. Contractor Responsibilities

The State of Maryland will enter into a contractual agreement with the selected Offeror only. The selected Contractor shall be responsible for all services and deliverables required by this solicitation.

C. General Contract Conditions

Any contract resulting from this solicitation shall include the following contractual terms and conditions as demonstrated in the sample Contract, Exhibit B. (See generally, COMAR 21.05.07.06 (F)).

1. Parties to the Contract
2. Scope of the Contract
3. Length of the Contract
4. Compensation and Method of Payment
5. Contract Modification Clause
6. Dispute Clause
7. Maryland Law Prevails Clause
8. Non-Discrimination in Employment Clause

9. Termination for Default Clause
10. Termination for Convenience Clause
11. Delays and Extension of Time Clause
12. Name of Procurement Officer
13. Termination for Nonappropriation
14. Anti-Bribery

D. Compensation

Payments to the Contractor pursuant to any resulting contract shall be made no later than thirty (30) days after the State's receipt of a proper original invoice from the Contractor. Each invoice must reflect the Contractor's Federal Tax Identification Number, or Social Security Number.

E. Protest

The State provides avenues for any vendor to protect against the award or the proposed award of a contract. All protests should be filed in accordance with COMAR Title 21, State Procurement Regulations, Subtitle 10, Administrative and Civil Remedies.

F. Minority Business Enterprise Notice

Minority business enterprises are encouraged to respond to this RFP and to obtain certification. Questions relevant to certification should be directed to the Maryland Office of Minority Business Affairs at (410) 767-8232.

G. Compliance with Law/Arrearages

By submitting an offer in response to this solicitation, the Offeror, if selected for award, agrees that it will comply with all federal, state, and local laws, rules, regulations and ordinances applicable to its activities and obligations under the contract. By submitting an offer in response to this solicitation, the Offeror represents and warrants that it is not in arrears with respect to the payment of monies due and owing the State of Maryland, or any department or unit thereof, including but not limited to, the payment of taxes and employee benefits, and if selected for award, that it shall not become so in arrears during the term of the contract.

H. Acknowledgment of Amendments

Although no amendments to this solicitation are anticipated, this solicitation requires the acknowledgment of the receipt of all amendments, addenda, and changes issues.

PART III – QUALIFICATIONS

The Offeror should have:

- Coursework experience working on graphic design or art-related projects;
- Experience in the implementation and evaluation of design projects;

PART IV - SCOPE OF WORK

The contractor shall provide consulting services to perform the following:

- Develop an appropriate timetable to achieve results with relevant stakeholders
- Develop graphic design deliverables as required by MEA project manager.
- Research previously executed MEA communications collateral and ensure consistency of brand and messaging in all work created.
- Integrate MEA staff (logistics and program manager) and equip them for hand over and the future implementation of the design programs and collateral created under contract.

PART V – PROPOSAL FORMAT

All proposals shall be prepared in a straightforward and concise manner, delineating the Offeror's capabilities to satisfy the requirements of the RFP and, specifically, the requirements for the tasks listed in Part IV, Scope of Work. **While there are no specific page limitations, please be concise.** Proposals will contain the following information:

- A. **Letter of Transmittal** – A Letter of Transmittal on the Offeror's business stationery will accompany the Technical Proposal. The sole purpose of this letter is to provide a record of transmittal of the proposal in addition to the receipt of all amendments, addenda, and changes issued. The letter should be brief and signed by an individual who is authorized to commit the vendor to the services and requirements stated within the RFP.
- B. **Technical Proposal**
1. Title Page -Contact information for the organization and all personnel who will perform the work; phone; fax, email or web addresses, and Federal ID numbers.
 2. Demonstration that the Offeror has the capacity to perform certain tasks listed in the Scope of Work.

- C. **Price Proposal**—The price proposal shall be in the form of a fixed rate which shall apply for the duration of the contract. Financial information submitted shall be irrevocable for a period of ninety (90) days after the due date of the proposal.

PART VI – EVALUATION CRITERIA

All proposals that are in compliance with requirements and qualifications will be evaluated based on the following criteria:

1. Offeror's Experience and Demonstration of Qualifications (55 points)
2. Price (45 points)

If, upon review of the proposals, the review panel has further questions, Offerors may be invited for oral presentations.

PART VII – BASIS OF AWARD

MEA may, at its sole option, enter into discussions with each responsible Offeror and ask the Offerors to submit "best and final offers" before making an award. Thereafter, the award of the contract will be made to the responsible Offeror whose proposal is determined to be most advantageous to the State.

Electronic submissions of the Technical and Price Proposals in a portable document format (PDF, must be compatible with Adobe Acrobat Reader) are due to the attention of Christina Twomey (ctwomey@energy.state.md.us) at the Maryland Energy Administration by December 18, 2008 by 4 PM. A return e-mail will acknowledge receipt of the proposal.

Christina Twomey
Maryland Energy Administration
1623 Forest Drive Suite 300
Annapolis, MD 21403
Please address your questions to Christina Twomey, (410) 260-7539